

# NEWS



**Contact:**  
Jennifer Garnett  
(408) 718-2601

**FOR IMMEDIATE RELEASE**  
**December 16, 2016**  
**Release # 12 03 16**

## **SUNNYVALE EARNS BEST-PERFORMING CITY & RED TAPE TO RED CARPET HONORS**

*Recognition Showcases Leadership, Innovation and Entrepreneurship*

SUNNYVALE, Calif. – The City of Sunnyvale was honored on December 15 with the Silicon Valley Leadership Group's (SVLG) Red Tape to Red Carpet award for Sustainable Green Development in the same week the Milken Institute ranked the San Jose-Sunnyvale-Santa Clara metro area as the nation's best-performing city for the second year in a row. Both honors showcase Sunnyvale's long-standing position in the forefront of innovation, both as a municipality and the Heart of Silicon Valley.

SVLG selected Sunnyvale for the Red Tape to Red Carpet award for its pioneering Green Building initiatives that have continually evolved to encourage and increase sustainable development. Jay Paul Company, a prominent Bay Area developer writing in support of the City's nomination, noted Sunnyvale's leadership in this area – "Beginning with the City's adoption in 2004 of the Moffett Park Specific Plan which encouraged green development through density bonus incentives at a time that LEED was scarcely known, the City has been on the forefront of the green building movement." In its support letter, the non-profit Moffett Park Business Group commented how "Sunnyvale staff worked extensively with the business community to gather input [and] the result is a solid policy document that is a win-win for the community and an example for other local cities."

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That win-win can be seen with measurable beneficial results for the community, including more than 2,000 housing units that have been approved since 2012 through the use of the City's green building incentives. In addition, these newer developments have replaced dated sites with greener buildings, more landscaping and lower water usage, all within the development capacity of the City's General Plan. The standards and incentives the City put in place were also highlighted by the Sunnyvale Chamber of Commerce which noted "the Sunnyvale Green Building Program is innovative, original, effective and measurable in motivating developers to not only comply with mandatory standards but to surpass those standards."

The theme of surpassing standards carried through to the Milken Institute's annual ranking of Best-Performing Cities for 2016 which had Sunnyvale's metro area once again claiming the top spot based on an index that measures growth in employment, wages and technology output. From cloud computing and self-driving cars to cutting-edge medical device and clean energy manufacturing, Sunnyvale is home to some of the world's most influential companies pushing the boundaries of innovation and driving regional, national and global economic performance. To support an environment where these companies can succeed, the City actively focuses on beneficial partnerships with businesses. Sunnyvale recently partnered with LinkedIn and local start-up incubator Plug and Play to host a Technology Expo featuring local companies and their new products coming to market. Companies also seek out opportunities to test new technologies within the city. This year, Nissan and Savari launched a testbed on traffic poles in Sunnyvale to operate equipment that could one day improve communication between traffic signals and moving vehicles. Another company, Starship, is seeking to test its self-driving delivery robots in the city.

"As a municipality in the heart of such an incredibly dynamic region, we are privileged to serve customers with such diverse operations and needs," stated City Manager Deanna J. Santana. "From helping companies develop, test and showcase cutting-edge technology to being leaders in policy development like Green Building, we've risen to the challenge of supporting an environment that not only helps our businesses succeed but also benefits our community as a whole."

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